

# MEMO

**DATE:** July 12, 2007  
**TO:** Administration Committee and  
Regional Council  
**FROM:** Wayne Moore, Chief Financial Officer, (213) 236-1804, moore@scag.ca.gov  
**SUBJECT:** Contracts and Purchase Orders between \$5,000 - \$250,000

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## RECOMMENDED ACTION:

Information Only

## BACKGROUND:

### SCAG executed the following Contract(s) between \$5,000 and \$250,000

- The Planning Center \$89,736  
(Guide the implementation of North Orange County's Transit Vision  
in Conjunction with the Compass Blueprint 2% Strategy)

### SCAG executed the following Purchase Order(s) between \$5,000 and \$250,000

- Geraldine Jaffe Attorney at Law \$50,000  
(Human Resources Services)
- Thomas Bros. Maps \$24,898  
(Street Mapping Centerline Data)
- SBCCOG Subregional Delegation \$20,000  
(Delegation Agreement - Housing Needs Assessment)
- Dell Marketing \$16,608  
(Computer Purchases)
- C2 Group, LLC \$15,612  
(Consensus Trip Fees)
- Xerox Corporation \$13,862  
(Annual Maintenance Agreement for Multifunction Printers)
- Intaglio \$9,162  
(Printing Services – Guide to SCAG)
- Dell Marketing \$8,398  
(TransCAD Workstation)
- DI Technology \$7,328  
(Printers – HP B/W Laserjet)

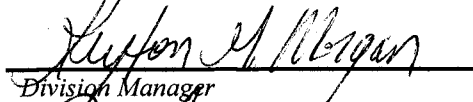
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- On-Target Training (Customer Service Training) \$6,050
- County of Ventura (Gartner Core Research – Database) \$6,020
- Dell Marketing (Storage Area Network NIC Cards & Tapes) \$5,424
- Pace Lithographers, Inc. (Printing Services – SCAG's 06-07 Annual Report) \$5,349
- LA County Office of the Assessor (Parcel Data For LA County) \$5,020

## FISCAL IMPACT:

None. Funding is available.

Reviewed by:

  
Division Manager

Reviewed by:

  
Chief Financial Officer

## **CONSULTANT CONTRACT**

**Consultant:** The Planning Center

**Scope:** With continued growth, Orange County is facing significant challenges related to traffic congestion and land use patterns that often constrain the general livability of its cities. Recent visioning efforts in the County, along with ongoing interest among local governments to link transportation and land use planning, have laid the groundwork for implementation of the Compass Blueprint 2% Strategy.

The purpose of this project is to guide the implementation of North Orange County's transit vision in conjunction with the Compass Blueprint 2% Strategy. Specifically, this project would support a partnership effort between five North Orange County Cities (Brea, Fullerton, La Habra, Placentia and Yorba Linda) to pursue their transit vision. High priority will be given towards examining the link between land use planning and the planning of proposed transit lines and connections. Study of potential transit corridors from the land use and Compass growth vision perspective will inform the selection of preferred alignments that provide the highest levels of ridership and congestion relief. The planning effort emphasizes strategies to better coordinate land use and transportation decision-making, targeting growth around existing, and planned transit stations and corridors. Proposed changes to land use ratios and zoning policies, and an analysis of infill redevelopment potential will serve to optimize the area's transit system and alignment possibilities.

The Consultant will work with cities and OCTA to identify opportunity areas, within the 5-city North Orange County study area, that have potential for development or redevelopment in accordance with the principles of the Compass Blueprint, and the proposed transit vision. Specific work programs for the identified opportunity areas will be developed in coordination with the city, county, OCTA, and SCAG using SCAG resources available through the Compass Blueprint program as appropriate and include other planning and analytic tools. Upon completion of this work, the Consultant will develop a targeted implementation action plan that outlines and builds consensus around specific transit plans, and identifies redevelopment opportunity areas within each opportunity area that utilize existing and planned transportation infrastructure.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$89,736</b>
	The Planning Center (prime)	\$51,986
	IBI Group (subcontractor)	\$15,000
	Arellano Associates, Inc (subcontractor)	\$11,500
	Solimar Research Corporation (subcontractor)	\$11,250

<b>Contract Period:</b>	Notice to Proceed through June 30, 2008		
<b>Work Element:</b>	07-065.SCGC2	\$89,736	Funding Sources: Consolidated Planning Grant – FHWA & FTA
<b>Request for Proposal:</b>	SCAG staff notified 345 pre-qualified firms of the release of RFP No. 07-074. The RFP was also advertised on Lawley Publications’ website, the Planning Magazine’s website, and posted on SCAG’s bid management system. A total of 47 firms downloaded the RFP. The following two proposals were received in response to the solicitation:  The Planning Center (3 subcontractors) \$89,736 PMC (1 subcontractor) \$89,221		
<b>Selection Process:</b>	The Proposal Review Committee (PRC) evaluated both proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with both offerors.  The PRC was comprised of the following individuals:  Maureen El Harake, Acting Regional Planning Branch Chief, Caltrans Dist. 12 Pria Hidisyan, Associate Regional Planner, SCAG Charles View, Development Services Director, City of Brea		
<b>Basis for Selection:</b>	The PRC recommends The Planning Center for the contract award because of their comprehensive approach to transportation and land use integration, successful completion of numerous similar projects, and wealth of experience in Orange County, particularly as related to OCTA’s Go Local program. The PRC was very pleased with The Planning Center’s in-depth understanding of the project, knowledge of local issues, and experience in planning transit-oriented developments and implementation strategies, so as to be consistent with the Compass Blueprint Principles. The Planning Center exhibited a well-balanced team of sub-consultants with varying areas of expertise and substantial experience in coordinating multi-site projects.		